

DECLARATION AND POWER OF ATTORNEY

As a below named inventor, I declare that:

My residence, post office address and citizenship are as stated below next to my name, that I believe I am the original, first and joint inventor of the subject matter which is claimed and for which a patent is sought on the invention or design entitled SYSTEM AND METHOD FOR PROFILING CUSTOMERS FOR TARGETED MARKETING, the specification of which is attached hereto; that I have reviewed and understand the contents of the above-identified specification, including the claims, as amended by any amendment referred to above; and that I acknowledge the duty to disclose to the U.S. Patent and Trademark Office all information known to me to be material to patentability as defined in 37 C.F.R. § 1.56.

I hereby claim foreign priority benefits under 35 U.S.C. § 119 of any foreign application(s) for patent or inventor's certificate listed below and have also identified below any foreign application(s) for patent or inventor's certificate having a filing date before that of the application on which priority is claimed:

<u>Number</u>	<u>Country</u>	<u>Date Filed</u>	<u>Priority Claimed (Yes) (No)</u>
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--None--

I hereby claim the benefit under 35 U.S.C. § 120 of any United States application(s) listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in the prior United States application(s) in the manner provided by the first paragraph of 35 U.S.C. § 112, I acknowledge the duty to disclose to the U.S. Patent and Trademark Office all information known to me to be material to patentability as defined in 37 C.F.R. § 1.56 which became available between the filing date of the prior application(s) and the national or PCT international filing date of this application:

<u>Application</u> <u>Serial Number</u>	<u>Date Filed</u>	<u>Status</u>
--None--		

I hereby appoint:

Jerry W. Mills	Reg. No. <u>23,005</u>
Robert M. Chiaviello, Jr.	Reg. No. <u>32,461</u>
Ann C. Livingston	Reg. No. <u>32,479</u>
Thomas R. Felger	Reg. No. <u>28,842</u>
Charles S. Fish	Reg. No. <u>35,870</u>
Wei Wei Jeang	Reg. No. <u>33,305</u>
Kevin J. Meek	Reg. No. <u>33,738</u>
T. Murray Smith	Reg. No. <u>30,222</u>
Barton E. Showalter	Reg. No. <u>38,302</u>
David G. Wille	Reg. No. <u>38,363</u>
Bradley P. Williams	Reg. No. <u>40,227</u>
Terry J. Stalford	Reg. No. <u>39,522</u>
Christopher W. Kennerly	Reg. No. <u>40,675</u>
Harold E. Meier	Reg. No. <u>22,428</u>
Alexander B. Ching	Reg. No. <u>41,669</u>
Stacy S. Cook	Reg. No. <u>42,435</u>
Douglas M. Kubehl	Reg. No. <u>41,915</u>
Samir A. Bhavsar	Reg. No. <u>41,617</u>
Thomas R. Nesbitt, Jr.	Reg. No. <u>22,075</u>
James J. Maune	Reg. No. <u>26,946</u>
Roger J. Fulghum	Reg. No. <u>39,678</u>
Anthony E. Peterman	Reg. No. <u>38,270</u>
Rodger L. Tate	Reg. No. <u>27,399</u>
Scott F. Partridge	Reg. No. <u>28,142</u>
James B. Arpin	Reg. No. <u>33,470</u>
James Remenick	Reg. No. <u>36,902</u>
Jay B. Johnson	Reg. No. <u>38,193</u>
Robert W. Holland	Reg. No. <u>40,020</u>
Floyd B. Chapman	Reg. No. <u>40,555</u>
Randall W. Mishler	Reg. No. <u>42,006</u>

all of the firm of Baker & Botts, L.L.P., my attorneys with full power of substitution and revocation, to prosecute this application and to transact all business in the United States Patent

and Trademark Office connected therewith, and to file and prosecute any international patent applications filed thereon before any international authorities.

Send Correspondence To:

Baker & Botts, L.L.P.
2001 Ross Avenue
Dallas, Texas 75201-2980

Direct Telephone Calls To:

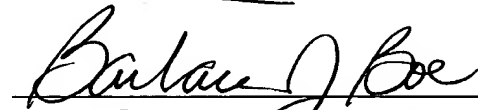
Kevin J. Meek
at (214) 953-6680
Atty. Docket No. 065027.0103

I declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the application or any patent issuing thereon.

Full name of the first inventor


Barbara J. Boe

Inventor's signature


September 29, 1998
Frisco, Denton County, Texas

Date

Residence (City, County, State)

Citizenship

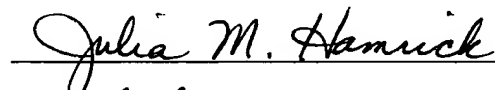
Post Office Address

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Frisco, Texas 75034

Full name of second joint inventor, if any


Julia M. Hamrick

Inventor's signature


September 28, 1998
Dallas, Dallas County, Texas

Date

Residence (City, County, State)

Citizenship
Post Office Address

United States of America
5826 Azalea Lane
Dallas, Texas 75230

Full name of third joint inventor, if any

30
Marjorie L. Aarant

Inventor's signature

Marjorie L. Aarant

Date

September 29, 1998

Residence (City, County, State)

Dallas, Dallas County, Texas TX

Citizenship
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6106 Del Roy Drive
Dallas, Texas 75230

Applicant or Patentee: Barbara J. Boe, et al.

Attorney's Docket: 065027.0103

Serial or Patent No.

Filed or Issued: September 29, 1998

Title: SYSTEM AND METHOD FOR PROFILING CUSTOMERS FOR TARGETED MARKETING

**VERIFIED STATEMENT (DECLARATION) CLAIMING SMALL ENTITY STATUS
(37 CFR 1.9(f) & 1.27(c)) -- SMALL BUSINESS CONCERN**

I hereby declare that I am an official of the small business concern empowered to act on behalf of the concern identified below:

Name of Small Business Concern: Ignite Sales, Inc.
Address of Small Business Concern: 15301 Dallas Parkway, Suite 840
Dallas, Texas 75248

I hereby declare that the above-identified small business concern qualifies as a small business concern as defined in 13 CFR 121.12, and reproduced in 37 CFR 1.9(d), for purposes of paying reduced fees to the United States Patent and Trademark Office, in that the number of employees of the concern, including those of its affiliates, does not exceed 500 persons. For purposes of this statement, (1) the number of employees of the business concern is the average over the previous fiscal year of the concern of the persons employed on a full-time, part-time or temporary basis during each of the pay periods of the fiscal year, and (2) concerns are affiliates of each other when either, directly or indirectly, one concern controls or has the power to control the other, or a third party or parties controls or has the power to control both.

I hereby declare that rights under contract or law have been conveyed to and remain with the small business concern identified above with regard to the invention, entitled SYSTEM AND METHOD FOR PROFILING CUSTOMERS FOR TARGETED MARKETING by inventor(s) Barbara J. Boe, Julia M. Hamrick and Marjorie L. Aarant, described in the specification filed herewith.

If the rights held by the above-identified small business concern are not exclusive, each individual, concern or organization having rights in the invention is listed below, and no rights to the invention are held by any person, other than the inventor, who would not qualify as an independent inventor under 37 CFR 1.9(c) if that person made the invention, or by any concern which would not qualify as a small business concern under 37 CFR 1.9(d), or a nonprofit organization under 37 CFR 1.9(e):

NONE

I acknowledge the duty to file, in this application or patent, notification of any change in status resulting in loss of entitlement to small entity status prior to paying, or at the time of paying, the earliest of the issue fee or my maintenance fee due after the date on which status as a small entity is no longer appropriate. (37 CFR 1.28(b)).

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the application, any patent issuing thereon, or any patent to which this verified statement is directed.

Name of Person Signing: Julia M. Hamrick
Title of Person if other than owner: President
Address of Person Signing: 15301 Dallas Parkway, Suite 840, Dallas, Texas 75248

Signature:

Julia M. Hamrick

Date:

September 28, 1998